

About Plays and Players

By BIDE DUDLEY

"MADGE," a new play by Mrs. Justine Lewis, was accepted in jig time yesterday by Lee Shubert and John Craig for production by the Craig-Young organization, now appearing in Boston in "He Said and She Believed Him." At 4 o'clock yesterday afternoon Mr. Craig submitted the play to Mr. Shubert and at 4:15 the latter had read it and Mrs. Lewis was leaving the Shubert offices with a substantial advance royalty check. There is but one female role in the play. The parts for males number seven.

HE PLEADS FOR SUPPORT. Business has been so bad for regular attractions in St. Paul, Minn., lately that L. N. Scott, manager of the Metropolitan Theatre, the city's only house playing first-class shows, has had printed in the St. Paul newspapers a card stating that, unless the public gives his house better support, he will open it next season with a cheaper form of amusement. "Fair and Warmer" at the Metropolitan last week played to the smallest receipts it has struck in some time.

BY WAY OF DIVERSION. Said Elias McGurkin, in Peewee's store: "Food prices are higher than ever before. If I was in charge of this country you'd see the jails filling up, now just take it from me! The man who boosts prices commits a real crime and every blamed one of 'em ought to do time. If I had my way in this country I swear I'd see that you all got a deal that was square." "Say, Elias," said Grandpa McGee with a grin, "how much will you take for that wheat in your bin?" Said Elias: "Why sell it? I'll keep it till May. 'Twill double in price, no the wheat experts say." "That's just what I thought," said old Grandpa McGee. "That you're a reformer is easy to see," said Elias. "Please cut out your insults, you snide!" He left and Jed Peewee laughed till he cried.

STEVENS-ELLIS. The engagement is announced of Josephine Stevens, daughter of the late Ben Stevens and "Patty" Arbuckle's leading woman in films, and Edward Ellis, who is getting ready to play Blackie Daw in "Get Rich Quick Wallingford." The wedding will be celebrated when an Arbuckle film called "The Butcher Boy" is finished.

ACCORDING TO B. BROWN. The bare are the animals that Mister Kindling, the English Spring poet, says walked like a human man. He has claws on the ends of his hands and a dusky greyer than Pop due about mi'ister's singin'. There is three kinds of bare—big bare, little bare and Russian bare. Also are a dangerous animal. If you see a loose won comin' at you don't fail to run for you may never get another chance. The bare has bare all over himself and never comb it. It's a gud thing mi' mother don't own no bare, for she wud go crazy tryin' to sit him to comb his bare.—Hol. Brown.

NUTT SPRINGS A JOKE. A man stopped Jeff Nutt, the comedian, on Broadway last night and asked him, concerning the whereabouts of a mutual friend named Lyon.

"He's working on a newspaper," replied Jeff.

"What's he doing?"

"Lyon is a cub reporter." "The other man was so pleased with the joke that Jeff succeeded in borrowing \$5 from him."

GOSSIP. "Cheating Cheaters" will leave the Ritzing April 14. A film called "Birth" will succeed it there.

Jack Rosenthal has a dog actor named Snide. He is trying to sign him up to play the bark on "The Willow Tree."

Jane Evans, who used to be in Billie Burke's company, has returned from England, where she spent a year. The new edition of "The Pollies" will open on Decoration Day. F. Ziegfeld Jr. has engaged Allyn King for a part.

Charles Lester Glett is to quit musical comedy for good and will hereafter be found doing what he calls his "beloved picture work."

Elise Bartlett, the comely film star, was seen on Broadway yesterday with a young man named Marsh who looked very proud.

As a tribute to Frances Starr, member of the Samost Democratic Club will wear blue ties at the Bronx Opera

Successful Salesmanship

By H. J. Barrett

Captivating Dealers' Clerks.

"To be sold with a customer is good," said a particularly successful salesman recently. "But, if your customer is a dealer, to be sold with his clerks is even better. For in a store of any size it is the clerks who are in direct contact with the public; it is the clerks who can guide the buying impulse of the uncertain purchaser. And, very often, it is a clerk who selects the articles for and trims the windows. Then, too, as a business grows, the proprietor is likely to delegate a good deal of his buying to some one of his clerks."

"I make it a rule to become well acquainted with my customers' clerks. And I see that they're thoroughly posted on the talking

points of the goods I handle. So vitally important do I consider this that I have at various times induced our sales manager to stage prize contests with a view to concentrating the attention of our customers' clerks upon our product.

"In our mail office we now have a mailing list comprising the names of thousands of clerks employed in stores where our goods are sold. In my opinion, this list is only second in value to our list of customers. One of our clerks' contests involved the naming of all the possible talking points of the goods we market; on another occasion, prizes were offered for the most unique reason ever advanced by a purchaser as the cause of his buying.

"These contests accomplish three objects. They educate the clerks regarding our goods; they create good will among them; and they are of practical value in uncovering new sales points for the advertising department.

"Don't overlook the clerks; that's my advice to a salesman who covers the retail trade. They can make or break any concern. See that they're on your side."

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"S'MATTER, POP?"

A Teething Baby Is No Respector of Persons!

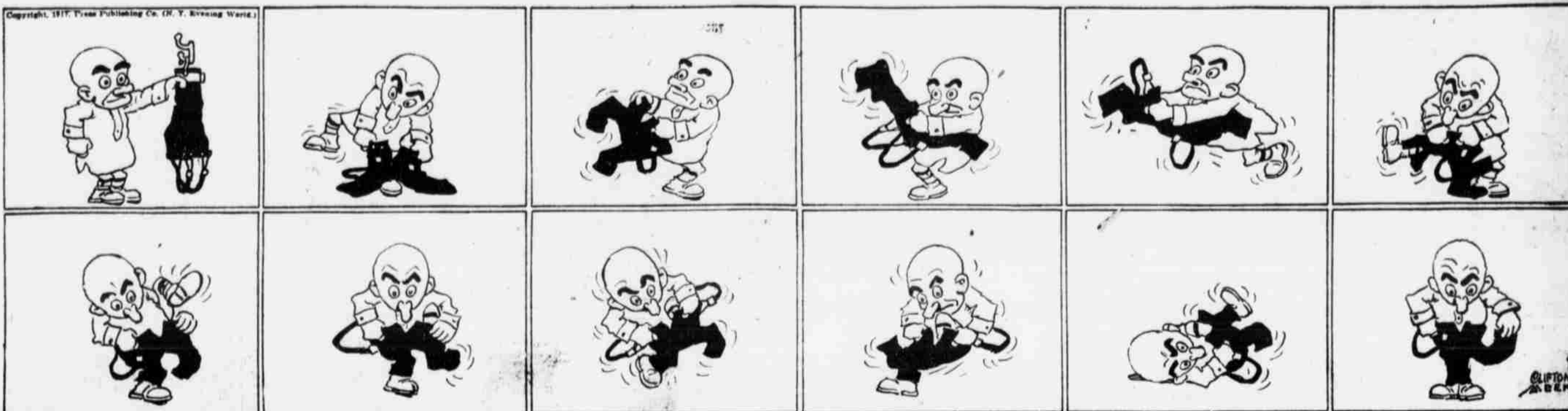
By C. M. Payne



OLD GRINDSTONE GEORGE

George Never Would Make a Good Fireman!

By Clifton Meek



HENRY HASENPFEFFER

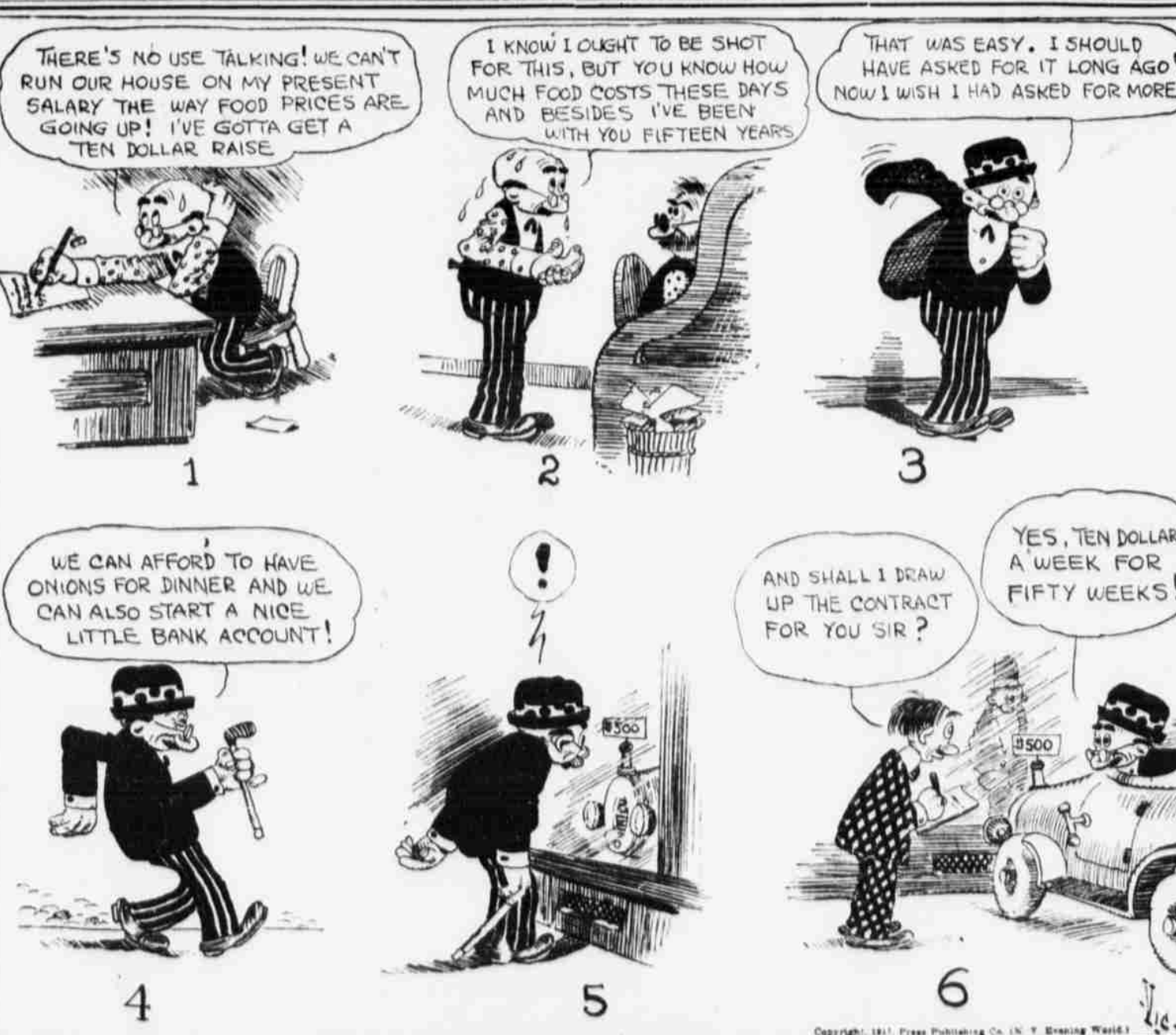
As a Matter of Fact Few People Carry Their OWN!

By Bud Counihan



YES, EVEN AS YOU AND I!

By Vic



The Office Force

By Bide Dudley

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"WELL," said Bobbie, the office boy, as he hung up his coat, "I'm going fishing next week. Guess I'll have to get a supply of lines and U boats."

"Whatdye mean, you'll have to get some U boats?" asked Popple, the shipping clerk.

"Sinkers!"

Miss Prim, private secretary to the boss, swung around in her chair.

"Pay no attention to him, Mr. Popple," she said. "A U-boat, as we all know, is a craft that shoots torpedoes at the enemy vessels through a periscope."

"Where does the periscope get its name?" asked Popple.

"I think," said Miss Prim, "it was named after Admiral Perry, who invented it."

"Naw, naw!" came from Bobbie. "The torpedo comes out of a tube."

"Do you mean a subway?" asked Miss Tillie, the blond stenographer, innocently.

"Oh, for goodness sake!" enquired Miss Prim. "You don't think the oceans have subways like the one under New York, do you? Why don't you read up on things?"

"Miss Tillie is confused," said Spooner, the mild little bookkeeper, "because the subways are called tubes. I'll explain to her. A tube, Miss Tillie, is a round thing that is very hard."

"Like your head," suggested Bobbie, addressing the blond.

"Just a minute, there, kid," "Bobbie!" snapped Miss Prim. "You must cut out your terrible puns. By the way, I know what I'm saying when I talk about the periscope. My mother was a great friend of a cousin of the Admiral's wife."

"Bobbie doesn't seem able to grasp the scope of the discussion," said Popple.

"I grasp the periscope!" came from the boy. "Now, as I was saying—" "Bobbie!" snapped Miss Prim. "You must cut out your terrible puns. If you don't I shall report you to Mr. Snooks."

"Guess I'll have to, then," said the boy. "But listen—why are you like the first steamboat?"

"Now, don't get fresh! You may tell me it's not insulting." "Because you're Prim—tive." "Another abominable pun! Here comes Mr. Snooks. I shall report it to him."

The boss entered. "Mr. Snooks," said Miss Prim. "Bobbie has compared me to the first steamboat, just for the sake of a vile pun. He said I was Prim—tive."

The boss turned to the boy. "Listen, kid," he said, "why don't you get those things right? When I told you that one I said the first steam engine."

Miss Prim exhibited confusion. "Oh—er—did you invent that joke, Mr. Snooks?" she asked.

"Sure! Like it?"

"Oh, Mr. Snooks, it's perfectly fine," said the private secretary. "I'll tell it to my father. I know he'll laugh."

When the boss had gone Bobbie giggled.

"Joah," he said, "it makes a difference who spills the beans around here, eh wot?"

"Keep still, you little idiot!" snapped Miss Prim.

Miss Tillie went over and gave Bobbie a big, red apple.



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